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2. (Amended) Method of claim 1 wherein said establishing of said relationship comprises storing in said memory a database including data associated with said radio frequency identification device.

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3. (Amended) Method of claim 1 wherein said establishing of said relationship comprises storing in said memory an identification indicia indicative of said radio frequency identification device.

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6. (Amended) Method of claim 5 wherein said customers return said reusable containers to a central collection point, said method further comprising querying the radio frequency identification devices within said containers when said customers return said containers to said collection point.

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7. (Amended) Method of claim 1 further comprising crediting accounts of those customers who return their reusable containers, said crediting being accomplished by a computer that receives the data scanned in from said radio frequency identification devices.

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8. A system comprising:

    a memory;

    a plurality of reusable containers, each reusable container having a radio frequency identification device affixed thereto; and

*A 2*  
a scanner for scanning the radio frequency identification device affixed to said containers and tracking when said containers are provided to customers and when said containers are returned by said customers.

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10. (Amended) A method comprising:

providing goods in reusable containers, said reusable containers having a radio frequency identification device attached thereto;

establishing a relationship between a radio frequency identification device and a memory;

shipping said goods in said containers to a distribution point;

providing said goods to customers;

collecting said reusable containers; and

identifying which containers have been collected by electronically querying the radio frequency identification devices attached to the reusable containers.

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11. (Amended) A system comprising:

a memory;

a plurality of reusable containers, each reusable container having a radio frequency identification device affixed thereto; and

a scanner for scanning the radio frequency identification device affixed to said containers and tracking said containers, said containers being collected at a collection point after they have been used to ship products, said scanner scanning the radio

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frequency identification device affixed to said containers at the collection point so that the collection of said containers can be logged.

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A copy of the claims set forth above, showing the changes being made, is attached hereto.

Please add claims 19-34 as follows:

19. (New) Method of claim 1 wherein said reusable containers contain one or more consumer products and are provided to the consumers of said consumer products in said containers.

20. (New) System of claim 8 wherein said containers contain one or more consumer products and are provided to the consumers of said consumer products in said containers.

21. (New) Method of claim 10 wherein said reusable containers contain one or more consumer products and are provided to the consumers of said consumer products in said containers.

22. (New) System of claim 11 wherein said containers contain one or more consumer products and are provided to the consumers of said consumer products in said containers.

23. (New) Method of claim 13 wherein said reusable containers contain one or more consumer products and are provided to the consumers of said consumer products in said containers.

24. (New) Method of claim 18 wherein said reusable containers contain one or more consumer products and are provided to the consumers of said consumer products in said containers.

25. Method of claim 1 wherein said radio frequency identification device is provided in a compartment within said container.

26. System of claim 8 wherein said radio frequency identification device is provided in a compartment within said container.

27. Method of claim 10 wherein said radio frequency identification device is provided in a compartment within said container.

28. System of claim 11 wherein said radio frequency identification device is provided in a compartment within said container.

29. (New) A method comprising:  
providing goods in reusable containers, said reusable containers being equipped with a RFID;

providing said goods in said containers to customers;  
collecting said reusable containers from said customers; and  
identifying which customers have returned their reusable containers by  
electronically querying the RFIDs with which the reusable containers collected from said  
customers are equipped.

30. (New) Method of claim 29 further comprising logging data in a memory  
indicative of the return of said reusable containers in response to said electronically  
querying.

31. (New) A system comprising:  
a memory;  
a plurality of reusable containers, each reusable container being equipped with a  
RFID; and  
a scanner for scanning the RFID with which said containers are equipped and  
tracking when said containers are provided to customers and when said containers are  
returned by said customers.

32. (New) A method comprising:  
providing goods in reusable containers, said reusable containers equipped with an  
RFID;  
shipping said goods in said containers to a distribution point;  
providing said goods to customers;

collecting said reusable containers after said shipping and providing; and identifying which containers have been collected by electronically querying the RFIDs with which the reusable containers are equipped.

33. (New) Method of claim 32 further comprising logging data in a memory indicative of the return of said reusable containers in response to said electronically querying.

34. (New) A system comprising:  
a memory;  
a plurality of reusable containers, each reusable container being equipped with a RFID; and  
a scanner for scanning the RFID with which said containers are equipped and tracking said containers, wherein said containers are collected at a collection point after they have been used to ship products, and said scanner scans the RFID with which said containers are equipped at the collection point so that the return of said containers can be logged.

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#### REMARKS

The Examiner has rejected claims 1-12, arguing that the term “RFID” is not clear.” Office Action, page 2. Applicants have replaced the term RFID in claims 1-12 with radio frequency identification device.